

The Voice
of the
Industry

Air Conditioning & REFRIGERATION



NEWS

IC LIBRARY
EDITION
Oct 30, 1944
DETROIT

\$4 per Year; 2 Years for \$7
Single Copy, 20 Cents

Published Every Monday by Business News Pub. Co.
5229 Cass Ave., Detroit 2, Mich.

Vol. 43, No. 9, Serial No. 815
Member: A.B.P., Inc., A.B.C.

WPB CONSIDERING LIMITED PRODUCTION OF SOME REFRIGERATION ITEMS BEFORE V-E DAY

The possibility of programming limited production of such refrigeration and air conditioning items as ice cream dispensary cabinets, freezers and low temperature cabinets, soda fountains, and self-contained air conditioning units before "Victory-in-Europe" Day is being explored, War Production Board officials told the General Refrigeration and Air Conditioning Industry Advisory Committee at its recent meeting, WPB reported.

The production of such items is now prohibited by Order L-38.

The proposed action would shorten production delays three or four months after "V-E" Day, and assist employment during the postwar period, WPB officials said. Otherwise, they asserted, the industry might have a six-month delay in the transition period between wartime and peacetime production to tool up plants, field test equipment, and obtain materials. Committee members approved this possible limited production.

The present "Freon-12" situation is expected to be improved shortly as a result of additional allotments of hydrofluoric acid, a component of "Freon-12," being available in the fourth quarter of 1944, a Chemical Bureau representative reported.

Plants may expect sufficient amounts of hydrofluoric acid to produce 12,000,000 pounds of "Freon-12" during the fourth quarter, he said. These producers had previously requested that enough acid to produce 16,500,000 pounds of "Freon-12" be supplied.

By February enough of the acid is expected to keep "Freon-12" plants operating at capacity as the construction of two new hydrofluoric plants is expected to be completed at that time, the Chemicals Bureau representative said.

Fractional horsepower motors are expected to be available after "V-E" Day to the refrigeration and air conditioning industry to meet its 1939 level, WPB officials reported.

WPB has revoked Schedule IV and Schedule V of Order L-126, government officials disclosed. Schedule IV standardized valves, fittings, accessories, and other components used in the manufacture of refrigerators and air conditioning units. Schedule V prohibited the use of ferrous and non-ferrous metals in the exterior and interior of walk-in coolers. Order L-126 limits the use of critical materials in the manufacture of industrial and commercial refrigeration and air conditioning machinery and equipment.

Additions of Directions II and III to Order L-38 have been approved and are expected to be published at an early date, WPB spokesmen revealed.

Direction II will transfer production controls of farm milk coolers from the recently revoked L-257 (Farm Machinery) to L-38. Consumers will then have to file WPB Form 1319 to obtain these coolers, instead of receiving them as they do at the present on presentation of a rationing certificate. Direction III will program production of 8,000 refrigerated display cases, production of which is now prohibited under L-38.

RESTAURANTS NEED 45,000 LOW TEMPERATURE BOXES, WPB TOLD

Minimum essential requirements for restaurants today include 25,000 frozen food storage boxes and 20,000 ice cream dispensing cabinets, officials of the War Production Board's Service Trades Division were informed recently by members of the Restaurant Industry Advisory Committee.

MAYTAG GETS SPOT AUTHORIZATION TO MAKE PARTS NOW FOR ASSEMBLY LATER

Authorization for production of washer parts now in preparation for assembly when present restrictions are dropped has been granted by the War Production Board to the Maytag Co. of Newton, Iowa.

WPB also reports that spot authorizations have been granted to more than 750 plants thus far, and some 500 new applications are received every week. The Dallas area up to Oct. 1 had the largest number of approvals, 63 having been granted by local WPB officials.

PRODUCTION OF OVEN THERMOSTATS, BURNER VALVES PERMITTED NOW

The War Production Board has amended L-23-c, its domestic cooking appliances and heating stoves order, to permit production of oven thermostats and burner valves. Copper and copper base alloy were recently allocated for production of these two items, WPB officials explained.

Any person wishing to manufacture thermostats or burner valves must apply for authorization by letter to the WPB Plumbing and Heating Division, Washington 25, D. C., the agency said. Authorizations on Form GA 1850 will be granted on the basis of the applicant's proposed use of labor, possibility of interference with war production, and available facilities.

Previously, production of thermostats was prohibited by L-23-c. However, some were made on an appeals basis. Burner valves, formerly not controlled by Order L-23-c, have been brought under the order. The copper order, M-9-c, which limits the use of copper to 1½ ounces for each valve, is being changed to permit full use of copper for burner valves.

R. M. "DICK" McCLURE DIES; ACTIVE IN ALL-INDUSTRY SHOWS

Richard M. "Dick" McClure, at one time executive secretary of Rema, and president of McClure, Hadden & Ortman, management counsel, died Oct. 7, according to advices received by the News. Mr. McClure was active in the first All-Industry Shows held in Chicago before the war by the refrigeration and air conditioning industry.

NO EARLY RELAXATION OF REGULATION 'W' ON CONSUMER CREDIT IS LIKELY

The "inside dope" is that there will not be any early relaxation of Regulation W, which has put limitations on consumer credit, recent rumors in the press to the contrary.

Federal Reserve Board doesn't know anything about any plans to remove the regulation, and the Office of Economic Stabilization seems to be looking on it as an anti-inflation measure.

CANADA DROPS 11 ORDERS RESTRICTING CIVILIAN PRODUCTION

Eleven orders restricting or standardizing metal products such as warm air furnaces, electric fans, non-electric stoves and ranges, lawn mowers, etc., have been revoked by Canada's Wartime Prices and Trade Board. No priority for either labor or materials to produce these articles has been granted, however. The move, nonetheless, does pave the way for production of civilian goods when labor and materials are available, it is pointed out.

URBAN APPOINTED WESTINGHOUSE CENTRAL APPLIANCE MANAGER

Appointment of John T. Urban to the position of general appliance manager, with offices in New York City, has been announced by D. M. Salsbury, general manager of the Westinghouse Electric Supply Co. Formerly manager of the Indiana Division of the company, Mr. Urban replaces Harold B. Donley, who was recently appointed manager of the new Westinghouse Radio Receiver Division.

Joining the Westinghouse Electric & Mfg. Co. in the Merchandising Division, Chicago, in May, 1922, Mr. Urban started as a sales assistant. In 1936 he became appliance manager of the Westinghouse Electric Supply Co., a subsidiary of the Westinghouse Electric & Mfg. Co. which acts as the wholesale marketing outlet for Westinghouse products. Later he became district appliance manager at Chicago.

CONOVER RETURNS TO HEAD NEW YORK BRANCH OF CROSLEY DISTRIBUTING CORP.

J. Lee Conover, who has been on a leave of absence from Crosley Corp. since Jan. 1, 1943, has resumed active management of Crosley Distributing Corp.'s New York branch, and for the present at least will operate out of the service department headquarters at 35th St. and Eleventh Ave.

DETAILS GIVEN ON HOW TO APPLY FOR DISPLAY CASE PRODUCTION

How manufacturers can get permission and materials to produce a share of the quota of 8,000 refrigerated display cases scheduled to be produced in a 12 months' period starting Oct. 1 of this year is explained in Direction 3 to Limitation Order L-38, issued Oct. 24.

In general, authorization to produce display cases will be granted where such production will not take labor or materials needed in war production.

Such production of display cases will not necessarily be confined to manufacturers who engaged in this type of activity previously, the Direction specifically states.

Manufacturers who are interested are urged to make application as soon as possible on Form CMP-4B.

Following is the text of the Direction:

(a) *Purpose of this direction.* This direction is issued pursuant to paragraph (g) (2) of Order L-38, and provides for the production of an aggregate of approximately 8,000 refrigerated display cases for replacement purposes during the 12-month period commencing Oct. 1, 1944, and explains how a display case manufacturer may obtain permission to produce a part of this quantity and may get needed materials for that purpose. It does not apply to high side equipment.

(b) *How to apply for a quota.* Production is authorized under this direction only when specific permission is granted to the individual manufacturer by the War Production Board.

In general, production will be authorized and material allocated (to the extent available) with the view of permitting production where this will not require materials, components, facilities, or labor needed for war purposes, and will not otherwise adversely affect or interfere with the production for war purposes. In the case of each applicant, there will be taken into account his situation with respect to the production and distribution facilities available and such other factors as may be proper. Authorization will not be dependent upon the applicant's having been engaged in the production of such cases at some previous time.

A person wishing to obtain authorization to produce display cases under this direction should file the following forms with the Field Office of the War Production Board for the District in which his plant is located:

(1) Application on Form CMP-4B should be made, showing in section II of the form the number of display cases the applicant wishes and believes he is in position to produce during any one or more calendar quarters from Oct. 1, 1944 through Sept. 30, 1945, and applying for an allotment and preference rating for any materials needed for such production; and

(2) Form WPB-3820 (four copies) should accompany the application, with section II filled out. All applicants must file the form regardless of their size, and the exemption in Section I-A of Form CMP-4B does not apply.

To be assured of consideration under this direction, the application should be filed as promptly as practicable and not later than Nov. —, 1944.

(c) *Authorization to produce.* Applications properly filed under this direction may be granted by the War Production Board, in whole or in part. Authorization to produce will be given on Form GA-1850 or other applicable form, and any necessary allotments and ratings on Form CMPL-150, CMPL-200, or other applicable form.

If granted, the authorization will permit production during one or more of the calendar quarters in the 12-month period commencing Oct. 1, 1944. (Since future labor conditions in a particular area may not be foreseeable for more than three to six months ahead, this fact should be considered by the applicant in stating the quarter or quarters in which production is applied for.)

If the first application is not approved, the manufacturer may file subsequent applications in a similar manner (on Form CMP-4B accompanied by Form WPB-3820) whenever he feels that changes in the labor situation or other factors may justify favorable action, and his new application may be reconsidered if materials are still available. (This does not preclude appeals from denial of the original application in accordance with Priorities Regulation 16.)

A manufacturer who receives an authorization under this direction must not produce under it a greater number of display cases than the authorization permits him to make, although a deficiency in production

of the quantity authorized during any calendar quarter may be made up in any subsequent calendar quarter, unless the authorization which is given states otherwise.

(d) *Distribution.* All display cases produced under this direction must be delivered in accordance with applicable terms of Limitation Order L-38 and other orders and regulations of the War Production Board.

(e) *Order L-38.* To the extent that any provision of this direction is inconsistent with the terms of Order L-38, the provision in this direction controls.

Issued this 24th day of October, 1944.

G-E TO PREMIERE FROZEN FOODS MOVIE AT CONFERENCE NOV. 3

Premiere showing of General Electric Co.'s sound, color movie, "Frozen Foods," will be presented at a food freezing conference to be held Nov. 3 at Convention Hall, G-E Consumers Institute Bldg., Bridgeport, Conn., announces Dr. Donald K. Tressler, manager of the Consumers Institute and technical director of the film.

Conference program includes a discussion of nutritional value of frozen foods, demonstrations of the freezing of cooked foods, and a general outlook for the future of this industry. Among the participants will be Miss Katharine Fisher, director of Good Housekeeping Institute, New York City, and Miss Fern Snider, Home Service Director, Georgia Power & Light Co., Atlanta, Ga.

CIVILIAN PRODUCTION TOTALING \$152,441,000 AUTHORIZED FOR FOUR QUARTERS

A grand total of \$152,441,000 of civilian production has been authorized for the current quarter and the first three quarters of 1945 in 940 authorizations, which have been approved and issued in War Production Board field offices, the WPB Controller Division announced last week.

WPB officials pointed out that as of Oct. 14, a total of 1,110 authorizations had been approved and issued out of a total of 3,649 applications filed, according to telegraphic reports received by the Office of Field Operations in Washington. They called attention to the fact that detailed information on 170 of these authorizations had not been received in Washington when the Controller's report of Oct. 17 was prepared.

FRIGIDAIRE PROMOTES PETERS, RUSHTON, AND MITZELFELT

Appointment of F. H. Peters as Frigidaire's manager of range and water heater sales, J. M. Rushton as manager of public utility sales, and J. A. Mitzelfelt on special assignment in appliance sales has been announced by H. M. Kelley, appliance sales manager.

Mr. Peters has been in charge of range and water heater promotion since Frigidaire first started producing these items in 1937. He joined Frigidaire in 1936 as a department store promotion specialist. Mr. Rushton, who had spent many years in the public utility field, came to Frigidaire in 1937 as manager of range sales. During the war he has been field service engineer in the war contracts division. Mr. Mitzelfelt came to Frigidaire in 1937 after several years with J. J. Pocock, Inc., distributor of Frigidaire in Philadelphia. He was assistant appliance sales manager until the war shifted him to the war contracts division.

KRICH-RADISCO TO DISTRIBUTE NORGE IN NORTHERN NEW JERSEY

Krich-Radisco, Inc., veteran distributorship in Newark, N. J., has been appointed northern New Jersey distributor for the complete Norge line of household appliances and commercial refrigeration. Now handling RCA radio and television, Victor records, Bendix home laundries, and other items, the firm plans to have an exclusive sales manager for Norge products, five district managers, and a merchandising manager all working on this line.

GROUT NAMED CHIEF OF WESTINGHOUSE SMALL MOTOR DIVISION FACTORY

H. E. Grout, manager of manufacturing, has been assigned the entire responsibility for all Small Motor factory operations at the Lima (Ohio) Small Motor Division of Westinghouse Electric & Mfg. Co., announces C. C. Shutt, head of the division. N. H. King has also been named manager of production planning, Mr. Shutt said.